

***What is claimed is:***

1. A method for on-line, interactive fundraising for an organization over a wide-area network, comprising the steps of:

5           hosting the organization's website including a plurality of hyperlinked web pages;

          displaying one or more web pages with virtual plaque honoring donors;

          providing one or more donation and payment web pages; and

10           updating virtual plaques on the web pages with virtual plaque when a donation is made.

2. The method as recited in claim 1, further comprising the step of e-mailing the updated virtual plaques to potential donors, thereby spreading the message regarding the cause and increasing the likelihood of contribution from additional donors.

3. The method as recited in claim 1, wherein the virtual plaque is a static virtual plaque.

- 20           4. The method as recited in claim 1, wherein the virtual plaque is a scrolling virtual plaque.

5. The method as recited in claim 1, wherein the wide-area network is the Internet.
6. The method as recited in claim 1, further comprising the step of editing and  
5 modifying the virtual plaque.
7. The method as recited in claim 1, further comprising the step of broadcasting  
the virtual plaque on television.
8. The method as recited in claim 1, further comprising the step of creating a  
10 personalized donation page for a donor.
9. The method as recited in claim 1, further comprising the step of e-mailing a  
report to a donor.
10. The method as recited in claim 1, further comprising the step of providing  
15 promotional information about the organization and the fundraising cause on  
the website.
11. The method as recited in claim 1, further comprising the step of including  
20 information about the donor and the contribution on the virtual plaque.

12. The method as recited in claim 1, wherein the payment option includes  
payment by credit card.

13. The method as recited in claim 1, wherein the payment option includes  
payment by mail.

14. The method as recited in claim 1, wherein the payment option includes  
payment in two or more installments.

15. The method as recited in claim 1, wherein the organization is a charitable  
organization.

16. The method as recited in claim 1, wherein the organization is a political action  
committee.

17. The method as recited in claim 1, wherein the organization is a political  
organization.

18. The method as recited in claim 1, wherein the virtual plaque is created on a  
web page containing an image of a book.

19. The method as recited in claim 1, wherein the virtual plaque is created on a  
web page containing an image of an art work.

20. An on-line, interactive fundraising system over a wide-area network for an organization, comprising:

5           a website dedicated to the organization, including a plurality of  
hyperlinked web pages;  
one or more web pages with virtual plaque honoring donors;  
one or more donation and payment web pages; and  
means for updating the virtual plaque on the web pages with virtual plaque  
10 when a donation is made.

21. The system as recited in claim 20, further comprising means for e-mailing the updated virtual plaques to potential donors,

15           wherein the system allows a donor to spread the message regarding the fundraising by forwarding the virtual plaques to other potential donors and thereby increasing the likelihood of contribution from additional donors.

22. The system as recited in claim 20, wherein the wide-area network is the Internet.

20           23. The system as recited in claim 20, further including information about the organization and the cause on the website.

24. The system as recited in claim 20, further including information about the donor and the donor's contribution on the virtual plaque.

25. The system as recited in claim 20, further comprising means for receiving  
5 payment by a credit card.

26. The system as recited in claim 20, further comprising means for receiving payment in two or more installments.

10 27. The system as recited in claim 20, wherein the organization is a charitable organization.

28. The system as recited in claim 20, wherein the recipient of the virtual plaques may make donations, receive new virtual plaques, and re-forward the new  
15 virtual plaques to others.

29. The system as recited in claim 20, further comprising means for editing and thereby modifying the virtual plaque.

20 30. The system as recited in claim 20, wherein the virtual plaque is a static virtual plaque.

31. The system as recited in claim 20, wherein the virtual plaque is a dynamic,  
scrolling virtual plaque.

32. The system as recited in claim 20, further comprising a personalized donation  
page for a donor.

33. The system as recited in claim 32, wherein the virtual plaque is located on the  
personalized donation page.

34. The system as recited in claim 20, further comprising means for broadcasting  
the virtual plaque on television.

35. The system as recited in claim 20, wherein the organization is a political  
action committee (PAC).

36. The system as recited in claim 20, wherein the organization is a political  
organization.

37. The system as recited in claim 20, wherein the virtual plaque is created on a  
web page containing an image of a book.

38. The system as recited in claim 20, wherein the virtual plaque is created on a web page containing an image of an art work.

39. An automated, on-line donor recognition system, comprising:

5 a website dedicated to an organization, including a plurality of hyperlinked web pages;

one or more personalized donation pages for donors;

one or more web pages with virtual plaque honoring the donors; and

means for modifying the virtual plaques when a donation is made.

10 40. The system as recited in claim 39, further comprising means for editing the virtual plaques.

15 41. The system as recited in claim 39, further comprising means for creating e-mail messages acknowledging a donor.

42. A computer program product including a program code embodied in a storage medium for carrying out the method steps for on-line, interactive fundraising for over a wide-area network, comprising the steps of:

20 hosting an organization's website including a plurality of hyperlinked web pages;

displaying one or more web pages with virtual plaque honoring donors;

providing one or more donation and payment web pages; and

modifying the virtual plaques when a donation is made.

43. A method for hosting web-based, interactive fundraising system for an  
organization over a wide-area network, comprising the steps of:

5           hosting the organization's website including a plurality of hyperlinked  
web pages;

          displaying one or more web pages with virtual plaque honoring donors;

          providing one or more donation and payment web pages; and

10           updating virtual plaques on the web pages with virtual plaque when a  
donation is made.